

## AMENDMENTS TO THE SPECIFICATION

### Title:

The title has been amended to "~~METHOD FOR VARYING THE PACKAGING ON HOMOGENOUS PRODUCTS AND PRODUCTS PACKAGED EMPLOYING THE METHOD~~ CUSTOMIZING CONSUMER PRODUCT PACKAGING BY VARYING IMAGES APPEARING ON PACKAGES" as suggested by the Examiner.

### Abstract:

Please replace the present abstract with the following amended abstract:

The invention provides a method for ~~packaging homogenous products and the product packaged~~ customizing consumer product packaged thereby. The purpose of this method is to attract, increase, or retain consumer interest by varies varying the images appearing on packages of the products ~~to attract, increase, or retain consumer interest. The method's object is to make it statistically likely to a degree acceptable~~ which appear to the user consumer is different in most of time. ~~that the images on the each product package seen by the consumer are different.~~ The method involves selecting a number of packages the consumer will purchase without seeing the same image repeated. ~~The number can be selected by any appropriate technique.~~ A group of images is randomly selected to the ~~appropriate~~ products such as individual packages, the consumer packages, and the cartons of consumer packages, and one image is randomly placed on each package. ~~The method can be used simultaneously on the individual packages, the consumer packages, and the cartons of consumer packages.~~ The method further varies the images by periodically changing them based upon the consumer purchasing characteristics statistically and by using statistical and probability tools after a selected time period.